Category

Consulting

Digital & AI Strategy Consulting Playbook

Delivering digital and AI strategy engagements grounded in genuine feasibility, not vendor-driven hype

- Practitioner
- Advanced
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- 4 minute(s)

Overview

A framework for digital and AI strategy consulting that grounds recommendations in the client's genuine data, technical, and organizational readiness — rather than presenting recommendations shaped more by current technology hype than by what the client can actually execute.

How do you keep digital and AI strategy recommendations grounded

when the underlying technology is moving so fast? By anchoring recommendations in the client's specific, assessed readiness (data quality, technical infrastructure, organizational capability) rather than in general technology trend narratives — the discipline this playbook

is built around.

Isn't it the consultant's job to bring the latest technology trends

to the client? Awareness of trends matters, but the real value is translating trends into recommendations genuinely calibrated to what this specific client can execute — a recommendation grounded in hype but disconnected from the client's actual readiness delivers little real value regardless of how current the technology reference is.

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